

twitter



Top 10 tips for Newbies

Everybody is talking about Twitter! You know you really should be part of this social networking phenomenon - but where do you start? Leading Thames Valley public relations company Morgan PR has been twittering since 2007 and truly understands how this social media marketing tool can deliver real benefits for your business and here is: **Twitter: Top 10 tips for Newbies! Happy Tweeting!**

1 Register your twitter name; NOW!!! (34 characters)

Register your real name, company name and anything else related to your company you can think of. Do not post from these or the accounts may be deleted and you can lose them.

2 Download a copy of Tweetdeck from www.tweetdeck.com (51 characters)

This is the best way to manage a single account on Twitter. Lots of advice out there on how to get the best from this software - just ask Google or search on Twitter.

3 Work out what you want from Twitter, what is your strategy? (53 characters)

What are you twittering on about? Does it all fit together with your Organic PR strategy?

4 Find some interesting things to Tweet about (44 characters)

We use an 80/20 rule of social and fun to sales and marketing; add value to the Twitterverse!

5 Post your first Tweet! (22 characters)

6 Do not make a #hash of things with trendy www.hashtags.org (55 characters)

These allow you to see everything posted on a particular subject using the # - a good #tip

7 Use the free website www.tweetlater.com to tweet for you when you are out! (75 characters)

This website lets you set up tweets to post in advance.

8 Find someTweeple to follow with the Twitter search tool (58 characters)

Do a search on Twitter to find people in your target market, by location or interest

9 Use the 80/20 rule - most Tweets should not be trying to sell! (63 characters)

10 Tweet about your web content, blogs, newsletters - and link (38 characters)

Get your tweeple involved in what you do, by posting tweets that link to your blog posts and website; remember to add value with these and make them entertaining! Try not to sell!

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